

## Sample Selects Available on Consumer Lists

One of the smartest things you can do in direct marketing is to narrow your list as much as possible, so you are ONLY reaching your ideal prospects. You are not going to waste any time, stamps or paper sending to the wrong people. Below you will find "some" of the selects available on a Consumer list. These do vary so be sure to ask your list broker exactly which selects are available for your list. Actually, there are hundreds more available, but not all are available on every list. That's why it's important to discuss your project in detail with your list broker so they can help you decide on the best list for your goals and expectations.

### **Household Selects**

- Adult Single Parent with Child(ren)
- Adult Age Ranges Present in Household
- Age 2 Year Increments
- Age Head of Household
- Business Owner in the Household
- Children's Age 1 Year Increments
- Children's Age Ranges Present in Household
- Consumer Prominence Indicator
- Education – 1st Individual (H of HH)
- Household Size
- Household Status Indicator
- Marital Status
- Number of Adults
- Number of Children
- Number of Generations in HH
- Occupation of 1st Individual
- Presence of Children
- Senior Adult Present
- SOHO Indicator
- Telephone Number
- Veteran in the Household
- Voter/Party – 1st Individual
- Working Woman

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### **Homeowner Selects**

- Available Equity Range
  - Available Home Equity Range
  - Congressional District
  - Dwelling Size
  - Home Market Value
  - Home Square Feet
  - Homeowner/Renter
  - Lender Code
  - Lender Type
  - Length of Residence
  - Loan Amount Range 1
  - Loan Date
  - Loan to Value Range
  - Median Home Value Specified Owner Occp'd (Hundreds)
  - Owner Type Detail
  - Presence Pool
  - Property Type
  - Property Type Detail
  - Purchase Amount Range
  - Purchase Date of Home
  - Purchase Year of Home
  - Real Estate Investment
  - XDate (Loan Month)
  - XDate (Purchase Month)
  - Year Home Built Range
  - Year Home Built Actual
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# STRATEGIC

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### **Individual Selects**

- Date of Birth (MMYYYY)
- Education
- Country of Origin
- Ethnic Code (Country)
- Ethnic Code
- Language Preference Code
- Religion Code
- Ethnicity
- Voter/Party

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### **Interest Selects**

- Arts
- Auto Work/Mechanics
- Aviation
- Beauty and Cosmetics
- Boat Owner
- Broader Living
- Career
- Career Improvement
- Celebrities
- Children's Interests – Interest
- Christian Families
- Collectibles – Antiques
- Collectibles – Arts
- Collectibles – Coins
- Collectibles – General
- Collectibles – Sports Memorabilia
- Collectibles – Stamps
- Collectibles and Antiques Grp
- Collector – Avid
- Common Living
- Community/Charities
- Cooking – General
- Cooking – Gourmet
- Cooking – Low Fat
- Cooking/Food Grouping
- Crafts
- Cultural/Artistic Living
- Current Affairs/Politics
- Dieting/Weight Loss
- DIY Living
- Education Online
- Electronics – Consumer Electronics
- Electronics/Computers Grouping
- Environmental Issues
- Exercise – Aerobic/Cardiovascular
- Exercise – Running/Jogging
- Exercise – Walking
- Exercise/Health Grouping
- Fashion
- Food – Vegetarian
- Gaming – Lottery
- Gardening
- Grandchildren
- Health/Medical – General
- Highbrow
- HighTech Living
- History/Military
- Home Furnishings/Decorating
- Home Improvement DoItYourself
- Home Improvement Grouping
- Home Living
- House Plants
- Investing/Finance Grouping
- Investments – Foreign
- Investments – Personal
- Investments – Real Estate
- Investments – Stocks/Bonds
- Money Seekers
- Movie/Music Grouping
- Movie Collector
- Movie Player
- Music – Avid Listener
- Music – Home Stereo
- Music Collector
- Music Player
- Nascar
- Outdoor – Biking/Mountain Biking
- Outdoor – Boating/Sailing
- Outdoor – Camping/Hiking
- Outdoor – Fishing
- Outdoor – Hunting/Shooting
- Outdoor – Scuba Diving
- Outdoor – Water Sports
- Outdoors Grouping
- Professional Living
- Reading – Audio Books
- Reading – Financial Newsletter
- Subscribers
- Reading – General
- Reading – Magazines
- Reading – Religious/Inspirational
- Reading – Science Fiction
- Reading – Top Sellers
- Reading Grouping
- Recreational Vehicles
- Religious/Inspirational Science/Space
- Self Improvement
- Sewing/Knitting/Needlework
- Smoking/Tobacco
- Spectator – Baseball
- Spectator – Basketball
- Spectator – Football
- Spectator – Hockey
- Spectator – Racing – Auto/Motorcycle
- Spectator – Soccer
- Spectator – Tennis
- Spectator – TV Sports
- Sports Grouping
- Sporty Living
- Strange and Unusual
- Sweepstakes/Contests
- Theater/Performing Arts
- Travel – Cruise Vacations
- Travel – Family Vacations
- Travel – Foreign
- Travel – U.S.
- Travel Grouping
- TV Reception – Cable
- TV Reception – HDTV/Satellite/Dish
- TV Reception – Satellite Dish
- Upscale Living
- Wireless – Cellular Phone

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- Food – Wines
- Foods – Natural
- Games – Board Games/Puzzles
- Games – PC Game Player
- Games – Video Game Console
- Gaming – Casino
- Parenting
- Participant – Equestrian
- Participant – Golf
- Participant – Motorcycling
- Participant – Snow Skiing
- Participant – Tennis
- PC
- Pets – Cats Owner
- Pets – Dog Owner
- Pets – Other
- Photography
- Woodworking

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### **Buying Behavior Selects**

- Buying Behavior Selects
  - Apparel – Big & Tall
  - Apparel – Children's
  - Apparel – Men's
  - Apparel – Women's
  - Apparel – Women's – Petite
  - Apparel – Women's – Plus Sizes
  - Arts & Antiques – Antiques
  - Arts & Antiques – Art
  - Automotive, Auto Parts & Accessories
  - Books & Magazines  
Magazines
  - Books & Music – Books  
Audio
  - Books & Music – Books
  - Children's Apparel – Infants & Toddlers
  - Children's Learning & Activity  
Toys
  - Children's Products – General  
Baby Care
  - Children's Products – General  
Back To School
  - Children's Products – General
  - Computing/Home Office –  
General
  - Credit Card Indicator
  - Credit Card Use – Issuer
  - Credit Card User
  - Donation/Contribution
  - DVDs/Videos
  - Electronics & Computing  
TV/Video/Movie Watcher
  - Electronics, Computing &  
Home Office
  - Financial Services
  - Gambling – Behavior
  - Gardening
  - Health & Beauty
  - High End Appliances
  - Home & Garden
  - Hunting
  - Intend to Purchase –  
HDTV/ Satellite Dish
  - Intend to Purchase – Home  
Improvement
  - Investments – Active –  
Behavior
  - Jewelry
  - Lifestyles, Interests &  
Passions –  
Collectibles
  - Lifestyles, Interests &  
Passions –  
Crafts/Hobbies
  - Luggage
  - Magazines
  - Mail Order Buyer
  - Mail Order Donor
  - Mail Responders
  - Membership Clubs
  - Method of Payment Count  
– Cash
  - Method of Payment Count  
– CC
  - Method of Payment Count  
– Retail Card
  - Military  
Memorabilia/Weaponry
  - Musical Instruments
  - New Bank Card
  - Number of Credit Lines
  - Off Road Recreational  
Vehicles
  - Online Purchasing  
Indicator
  - Pets
  - Photography & Video  
Equipment
  - Presence of Bank Card
  - Range of New Credit
  - Retail Activity – Date of  
Last Activity
  - Retail Purchase  
Categories
  - Sports & Leisure
  - Telecommunications
  - Tickets
  - Travel
  - Value Priced General  
Merchandise
  - Young Men's Apparel
  - Young Women's Apparel
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### **Health Related Selects**

- Health – Allergy Related
- Health – Arthritis/Mobility
- Health – Cholesterol Focus
- Health – Diabetic
- Health – Disabled Individual in the Household
- Health – Homeopathic
- Health – Organic Focus
- Health – Orthopedic
- Health – Senior Needs

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### **High Tech Selects**

- High Tech – PC Owner
- High Tech – Software Buyer
- High Tech – Operating System
- Internet Connection Type
- PC DSL/High Speed
- Cellular User
- International Long Distance User
- Internet
- Optional Calling Service
- Top 20% Long Distance User
- Wireless Product Buyer

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### **Travel Selects**

- Vacation – International – Have Taken/Would Enjoy
- Vacation – RV
- Vacation – United States – Have Taken/Would Enjoy

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### **Wealth Indicator Selects**

- Claritas IPA
- Community Reinvestment Act
- Discretionary Spending Index
- Economic Stability Indicator
- Estimated Income
- Heavy Transactor
- Highly Likely Investors
- Likely Investors
- Insurance – Own Life
- Insurance Policy
- Median Household Income (Hundreds)
- Net Worth

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### **Life Event Selects**

- Adult – College Graduate
- Adult – Empty Nester
- Adult – Expectant Parent
- Intend to Purchase – Vehicle
- Life Event – Child Nearing High School Graduation
- Life Event – New Parent
- Life Event – Recent Home Buyer
- Life Event – Recent Mortgage Borrower
- Marital – Divorced
- Marital – Newlyweds